

IN THE CLAIMS

1. (currently amended) A content providing system, characterized by comprising:

a receiver;

a program content providing unit that providesing a first—the receiver with program content from—a first content providing apparatus on—over a first broadcast channel in a state in which a trigger content serving as a trigger for provision of a second content is combined with the first content;

a transaction content providing unit that providesing the second—receiver with transaction content from—a second content providing apparatus on—over a second broadcast channel, the transaction content including information incidental to the program content;

a trigger content providing unit that provides trigger content that serves as a trigger for reproducing the transaction content in the receiver; and

a combining unit that combines the program content and the trigger content and transmits the combined content over the first broadcast channel;

the receiver, when the trigger content is triggered by a user in a state in which a—while the receiver is receiving the first—program content on the first broadcast channel, causing—the receiver to—switching a broadcast channel to—be—received from—over the first broadcast channel to the second broadcast channel and receiveinge the second—transaction content provided by the second transaction content providing apparatus, and when end of viewing of the second—transaction content is inputted—in the receiver, causing—the receiver to—switching a broadcast channel to—be—received from—over the second broadcast channel to the first broadcast channel and again receiveinge

the ~~first program~~ content provided by the ~~first program~~ content providing apparatuses again.

2. (currently amended) A content providing system according to claim 1, ~~characterized wherein that~~ the receiver transmits, over a network, information inputted by a viewer on the user basis of on the second transaction content provided to an information processing apparatus that performs processing corresponding to content triggered by the user via a network.

3. (currently amended) A content providing system according to claim 1, ~~characterized wherein that~~ the second transaction content providing apparatus provides, as the ~~second transaction content~~, a content for causing a ~~viewer user~~ who is viewing the ~~first program~~ content to input a response to a questionnaire or a content for causing the viewer to input information necessary for purchasing a commodity.

4. (currently amended) A content providing system according to claim 1, ~~characterized by comprising: providing a plurality of the second contents corresponding to the respective first contents of a plurality of the first broadcast channels through the one second broadcast channel; and wherein the second transaction content~~ providing apparatus broadcasting provides, over the second broadcast channel, common contents that corresponds to respective program content of each one of a plurality of first broadcast channels which are generated based on the basis of an identical template as the plurality of the second contents.

5. (currently amended) A content providing method, ~~characterized by comprising:~~

providing a first content from a first receiver with program content providing apparatus on over a first broadcast channel in a state in which a trigger content serving as a trigger for provision of a second content is combined with the first content;

providing the ~~second~~ receiver with transaction content  
from a ~~second content providing apparatus on over~~ a second  
broadcast channel, the transaction content including  
information incidental to the program content;

providing trigger content that serves as a trigger for  
reproducing the transaction content in the receiver;

combining the program content and the trigger content;

transmitting the combined content over the first  
broadcast channel;

when the trigger content is triggered in a state in  
which a ~~by~~ a user while the receiver is receiving the first  
program content on over the first broadcast channel,  
causing the receiver to

switching a broadcast channel to be received from  
over the first broadcast channel to the second  
broadcast channel, and

receiving the ~~second~~ transaction content  
provided by the ~~second content providing apparatus;~~  
and

when end of viewing of the ~~second~~ transaction content  
is inputted in the receiver, causing the receiver to

switching a broadcast channel to be received from  
over the second broadcast channel to the first  
broadcast channel, and

again receiving the program first content  
provided by the first content providing apparatus  
again.

6. (currently amended) A content providing method  
according to claim 5, ~~characterized wherein that~~ the receiver  
transmits, over a network, information inputted by a viewer the  
user based on the basis of the ~~second~~ transaction content  
provided to an information processing apparatus that performs

processing corresponding to content triggered by the user via a network.

7. (currently amended) A content providing method according to claim 5, ~~characterized wherein that the second content providing apparatus provides, as the second transaction~~ content, a-is content for causing a ~~viewer-user~~ who is viewing the first-program content to input a response to a questionnaire or a-is content for causing the viewer to input information necessary for purchasing a commodity.

8. (currently amended) A content providing method according to claim 5, ~~characterized by comprising: providing a plurality of the second wherein common contents corresponding to the respective first-program contents of each one of a plurality of the first broadcast channels through-are provided over the one-second broadcast channel, and the second content providing apparatus broadcasting the common contents being generated based on the basis of an identical template as the plurality of the second contents.~~

9. - 20. (cancelled)

21. (currently amended) A content receiver, ~~characterized by comprising:~~

receiving means that receives a-first-program content provided by a first-program content providing apparatus ~~on~~ over a first broadcast channel and that receives a-second transaction content provided by a second-transaction content providing apparatus ~~on~~ over a second broadcast channel;

combining means that combines the program content and trigger content that serves as a trigger for reproducing the transaction content;

judging means that judges whether the second transaction content is triggered based on the ~~basis of a~~ the trigger content combined with the first-program content

~~in a state in which while~~ the first program content is received on the first broadcast channel; and

switching control means that ~~performs control to switch~~, when it ~~is judged by the judging means~~ judges that the ~~second transaction~~ content is triggered, switches a channel ~~to be received from over~~ the first broadcast channel to the second broadcast channel, and ~~switch~~, when end of viewing of the ~~second transaction~~ content is inputted, switches a channel ~~to be received from over~~ the second broadcast channel to the first broadcast channel.

22. (currently amended) A content receiver according to claim 21, ~~characterized by further comprising transmitting means that transmits, via a network, information inputted from a viewer~~ based on the basis of the second transaction content provided to an information processing apparatus.

23. (currently amended) A content receiver according to claim 21, ~~characterized that wherein~~ the receiving means receives, as the ~~second transaction~~ content, a content for causing a viewer viewing the first program content to input a response to a questionnaire or a content for causing the viewer to input information necessary for purchasing a commodity.

24. (currently amended) A content receiver according to claim 21, ~~characterized wherein that~~ the receiving means selects and receives the ~~second transaction~~ content corresponding to the a first broadcast channel being received out of a plurality of the second such transaction contents that are common contents, ~~which wherein the common content are generated based on the basis of an identical template, transmitted on over the one~~ second broadcast channel, and corresponding to the respective first program contents provided by a plurality of the first program content providing apparatuses ~~on the over respective~~ first broadcast channels thereof.

25. (currently amended) A content receiving method, ~~characterized by comprising:~~

a first receiving step of receiving a ~~first program~~ content provided by a ~~first plurality of program~~ content providing apparatuses ~~over on~~ a first broadcast channel;

a combining step that combines the program content and trigger content that serves as a trigger for reproducing transaction content;

a judging step of judging whether a ~~second the~~ transaction content is indicated by a user based on the basis of a trigger content combined with the ~~first program~~ content in a state in which while the ~~first program~~ content is received on the first broadcast channel, the transaction content including information incidental to the program content;

a first switching control step of switching, when it is judged by ~~processing of~~ during the judging step that the ~~second transaction~~ content is indicated, a channel to be received ~~from over~~ the first channel to the second channel;

a second receiving step of receiving the ~~second~~ transaction content provided by a ~~second transaction~~ content providing apparatus ~~over on~~ a second broadcast channel; and

a second switching control step of ~~performing control to~~ switching, when end of viewing of the ~~second transaction~~ content is inputted, a channel to be received ~~from over~~ the second broadcast channel to the first broadcast channel.

26. (currently amended) A content receiving method according to claim 25, ~~characterized by further comprising~~ a transmitting step of transmitting, via a network, information inputted from a ~~viewer the user based on the basis of the second~~ transaction content provided to an information processing apparatus ~~via a network~~.

27. (currently amended) A content receiving method according to claim 25, ~~characterized in that, wherein~~ the second receiving step, as the transaction content, content for causing a ~~viewer-user~~ viewing the first-program content to input a response to a questionnaire or a content for causing the viewer to input information necessary for purchasing a commodity ~~is received as the second content.~~

28. (currently amended) A content receiving method according to claim 25, ~~characterized in that, wherein~~ the second receiving step, includes receiving the second-transaction content corresponding to ~~the~~ a first broadcast channel being received is and selected and ~~received out of a plurality of the second-such transaction contents that are common contents, which wherein the common content are generated based on the basis of~~ an identical template, transmitted ~~on-over~~ the ~~one-second~~ broadcast channel, and corresponding to the respective first program contents provided by a plurality of ~~the first-program~~ content providing apparatuses ~~on-the-over~~ respective first broadcast channels thereof.

29. (currently amended) A recording medium having recorded therein a computer readable program for carrying out content receiving method, the ~~computer readable program characterized by~~ method comprising:

a first receiving step of receiving a ~~first-program~~ content provided by a first-plurality of program content providing apparatuses over ~~on~~ a first broadcast channel;

a combining step that combines the program content and trigger content that serves as a trigger for reproducing transaction content;

a judging step of judging whether a ~~second-the~~ transaction content is indicated by a user based on the ~~basis of a-trigger~~ content combined with the first-program content ~~in a state in which while the first-program content~~

is received on the first broadcast channel, the transaction content including information incidental to the program content;

a first switching control step of switching, when it is judged ~~by processing of~~ during the judging step that the ~~second transaction~~ content is indicated, a channel ~~to be received from over~~ the first channel to the second channel;

a second receiving step of receiving the ~~second transaction~~ content provided by a ~~second transaction~~ content providing apparatus over ~~on~~ a second broadcast channel; and

a second switching control step of ~~performing control to switching~~, when end of viewing of the ~~second transaction~~ content is inputted, a channel ~~to be received from over~~ the second broadcast channel to the first broadcast channel.

30. (currently amended) A recording medium according to claim 29, ~~characterized wherein that the program method~~ further comprises a transmitting step of transmitting, via a network, information inputted from ~~a viewer~~ the user based on ~~the basis of the second transaction~~ content provided to an information processing apparatus ~~via a network~~.

31. (currently amended) A recording medium according to claim 29, ~~characterized in that, wherein~~ the second receiving step, as the transaction content, content for causing a ~~viewer~~ user viewing the ~~first program~~ content to input a response to a questionnaire or a ~~content~~ for causing the viewer to input information necessary for purchasing a commodity ~~is received as the second content~~.

32. (currently amended) A recording medium according to claim 29, ~~characterized in that, wherein~~ the second receiving step, includes receiving the second transaction content corresponding to ~~the a first broadcast channel being received is~~ and selected and received out of a plurality of the second such



transaction contents that are common contents, ~~which wherein the~~  
common content are generated based on the basis of an identical  
template, transmitted ~~on over~~ the ~~one~~ second broadcast channel,  
and corresponding to the respective first program contents  
provided by a plurality of ~~the first program content~~ providing  
apparatuses ~~on the over~~ respective first broadcast channels  
thereof.

33. (currently amended) A processor encoded with a  
computer readable program for carrying out content receiving  
method, characterized by the method comprising:

a first receiving step of receiving a ~~first program~~  
content provided by a ~~first plurality of program content~~  
providing apparatuses over on a first broadcast channel;

a combining step that combines the program content and  
trigger content that serves as a trigger for reproducing  
transaction content;

a judging step of judging whether a ~~second the~~  
transaction content is indicated by a user based on the  
~~basis of a~~ trigger content combined with the ~~first program~~  
content ~~in a state in which while~~ the ~~first program~~ content  
is received on the first broadcast channel, the transaction  
content including information incidental to the program  
content;

a first switching control step of switching, when it  
is judged ~~by processing of during~~ the judging step that the  
~~second transaction~~ content is indicated, a channel ~~to be~~  
received ~~from over~~ the first channel to the second channel;

a second receiving step of receiving the ~~second~~  
transaction content provided by a ~~second transaction~~  
content providing apparatus over on a second broadcast  
channel; and

a second switching control step of ~~performing control~~  
~~to switching~~, when end of viewing of the ~~second transaction~~

content is inputted, a channel ~~to be received from over~~ the second broadcast channel to the first broadcast channel.

34. (currently amended) A program according to claim 33, ~~characterized by wherein the method further comprises~~ a transmitting step of transmitting, via a network, information inputted from ~~a viewer~~ the user based on the basis of the second transaction content provided to an information processing apparatus ~~via a network~~.

35. (currently amended) A program according to claim 33, ~~characterized in that, wherein~~ the second receiving step, as the transaction content, content for causing a ~~viewer~~ user viewing the ~~first program~~ content to input a response to a questionnaire or a ~~content~~ for causing the viewer to input information necessary for purchasing a commodity ~~is received as the second content~~.

36. (currently amended) A program according to claim 33, ~~characterized in that, wherein~~ the second receiving step, includes receiving the second transaction content corresponding to ~~the a~~ first broadcast channel ~~being received is and~~ selected ~~and received out of a plurality of the second such transaction contents that are common contents, which wherein the common content are generated based on the basis of an identical template, transmitted on over the one second broadcast channel, and corresponding to the respective first program contents provided by a plurality of the first program content providing apparatuses on the over respective first broadcast channels thereof~~.